

## **Public Relations and Marketing Initiative**

While there are many challenges and issues facing the disability community in Arizona, we also find ourselves at a time of great opportunity. For the first time, several organizations in the state have simultaneously identified teaching self-advocacy and leadership skills as a high priority and focus for their work. This focus is accompanied by a significant investment of funds by these organizations to provide specific classes and trainings, leadership opportunities and long-term peer support and mentoring across the state. These organizations include the Arizona Statewide Independent Living Council, Centers for Independent Living, South West Institute for Youth, and Office of Children with Special Healthcare Needs.

Recently, leadership from each of these organizations and staff from the Arizona Developmental Disabilities Planning Council met to discuss ways to improve collaboration and to consider how the ADDPC could support these efforts in light of the activities included in the work plan that was recently approved by the Council. This conversation resulted in several possibilities, one of those being the initiation of a public relations and marketing campaign by the ADDPC. This campaign would support the work of these organizations while helping to address the goals in the Council's work plan.

### **Campaign Objectives:**

- Highlight the lack of representation of people with disabilities in leadership roles and the need for PWD to improve self-advocacy skills
- Promote the programs and activities of the organizations addressing this issue
- increase awareness in the disability and service provider community of these programs,
- Recruitment of people with disabilities who potentially would participate in these training opportunities
- Promote availability of trained and highly qualified leaders to government and nonprofit organizations with the intent of securing leadership opportunities for program participants

This campaign may include use of social media, website promotion, press releases and outreach to print, radio and television media, presentations and other avenues for achieving objectives.